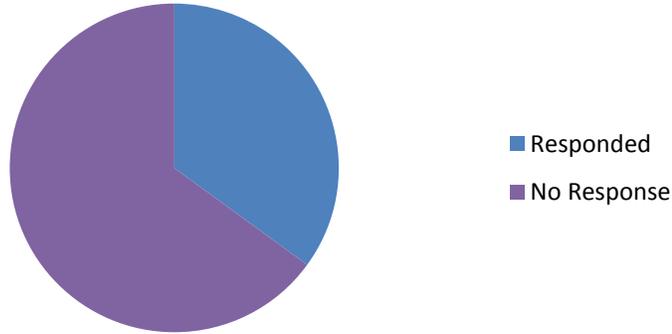
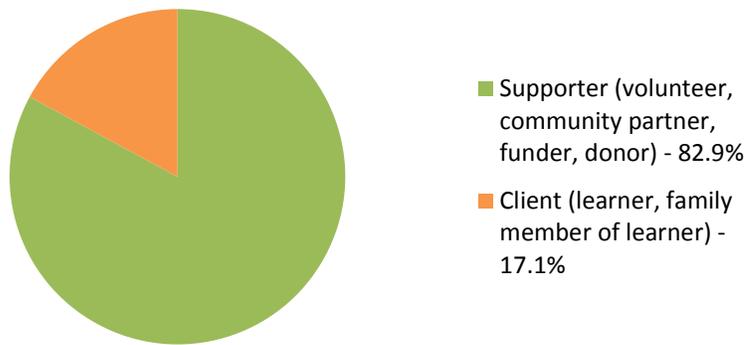


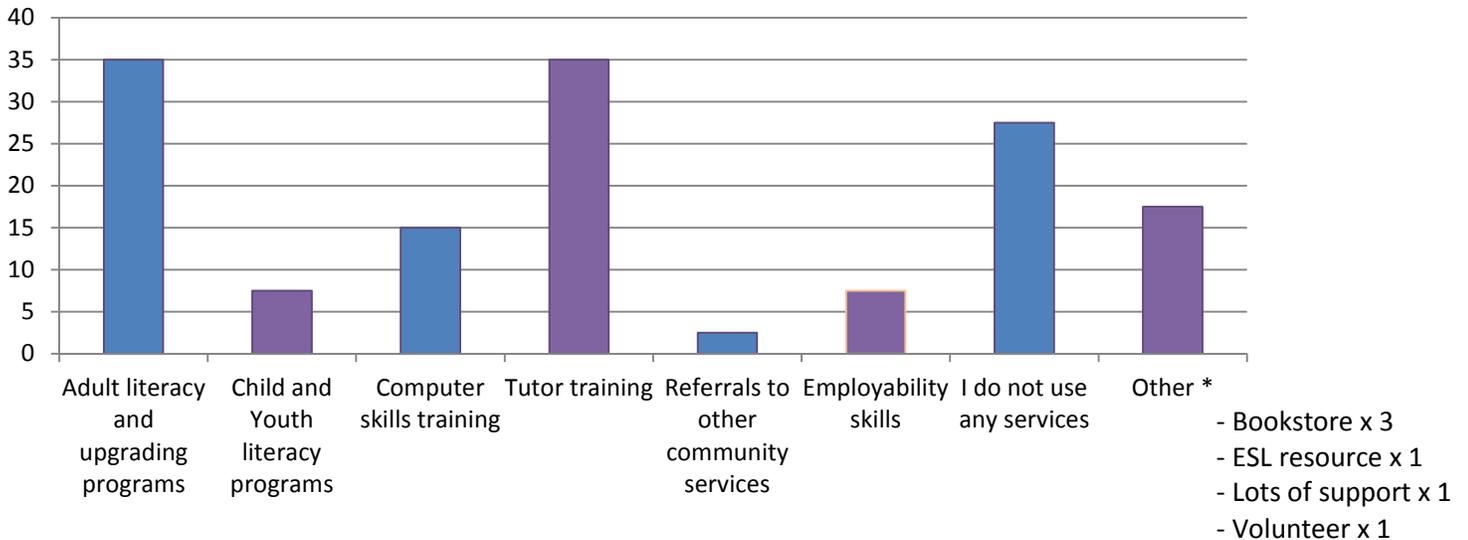
### 35% Response Rate



1. Please select one choice which best describes you. I am currently involved in Gateway Centre as a:

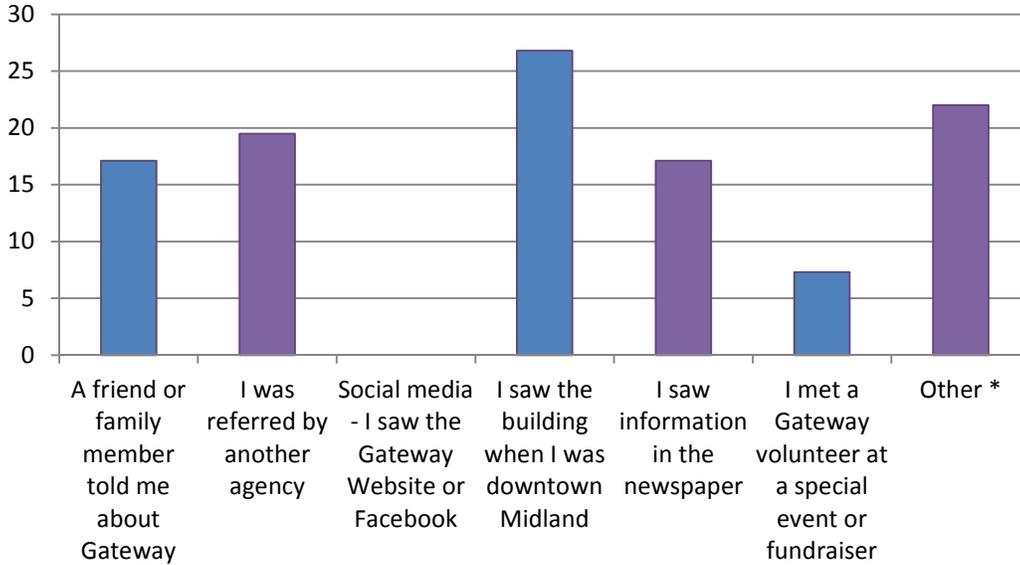


2. The services that I use at Gateway Centre for Learning ... (please check all that apply):



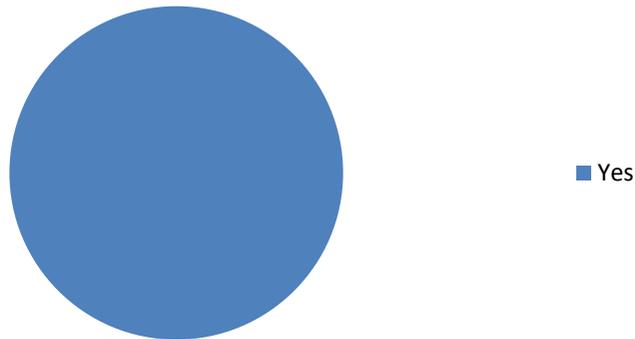
Organizational Survey – December 2015

3. How did you learn about us?

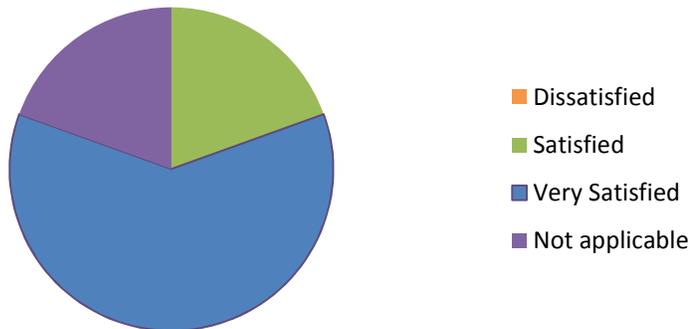


- \* Other:
- I don't remember now x 1
  - I looked for it myself to get involved as a volunteer x 1
  - Mail x 1
  - Michelle of LeClair Centre re: employment x 1
  - Bookstore x 1
  - Personal goal x 1
  - Wanting a little computer training x 1

4. I believe Gateway makes a difference in people's lives:

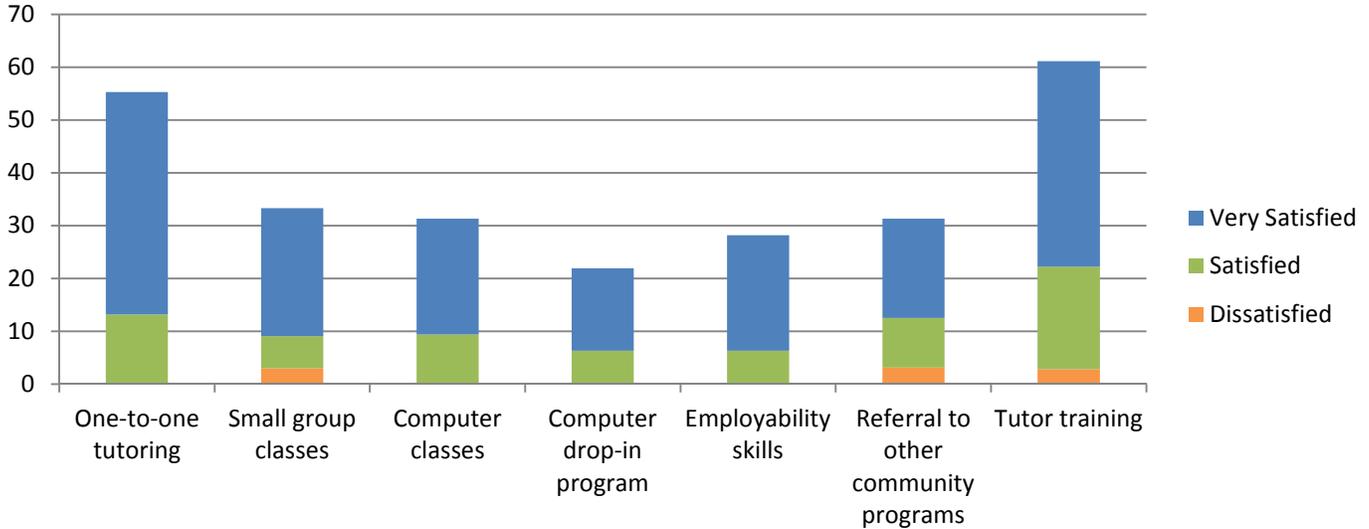


5. How satisfied are you with Gateway's current level of service as it applies to your needs?

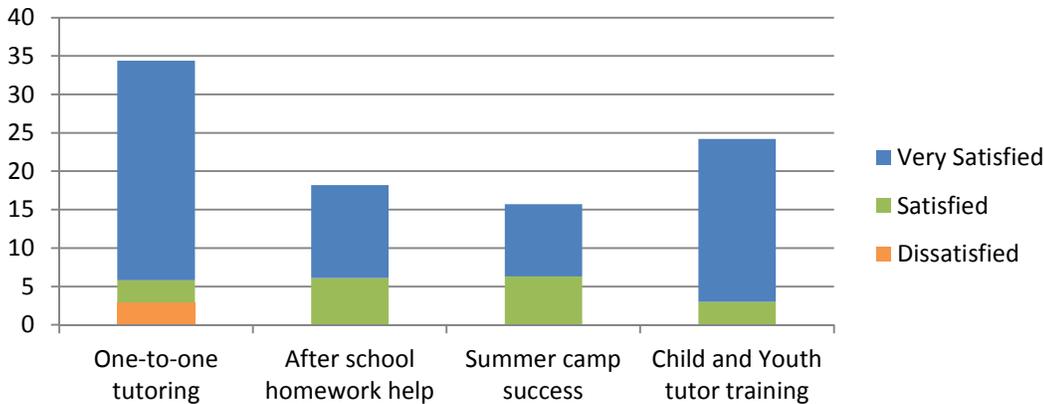


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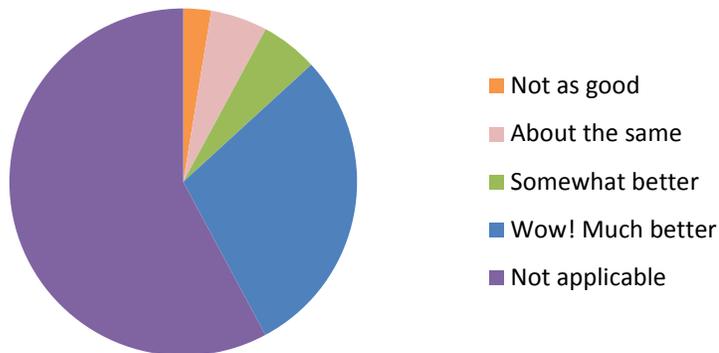
6. How satisfied are you with the following Adult Programs and Services?



7. How satisfied are you with the following Child and Youth Programs and Services at Gateway?

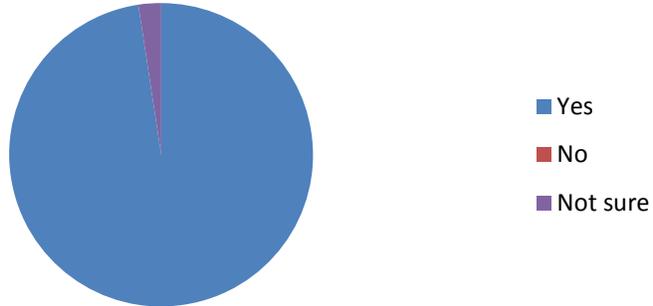


8. Compare Gateway learning programs to similar services that are available in the area. I find Gateway is ...

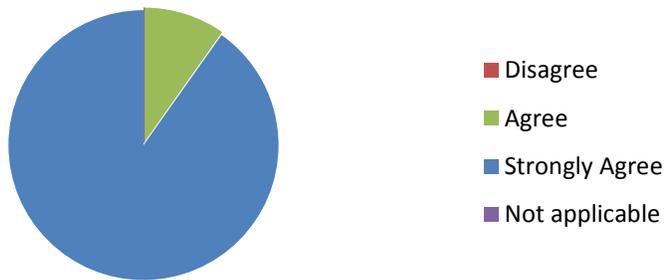


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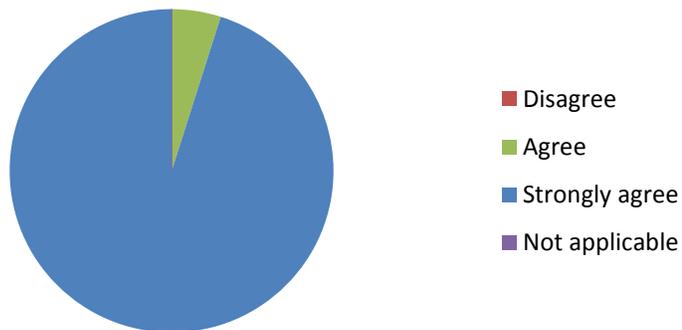
9. I would recommend Gateway Centre for Learning to my colleagues, friends or family:



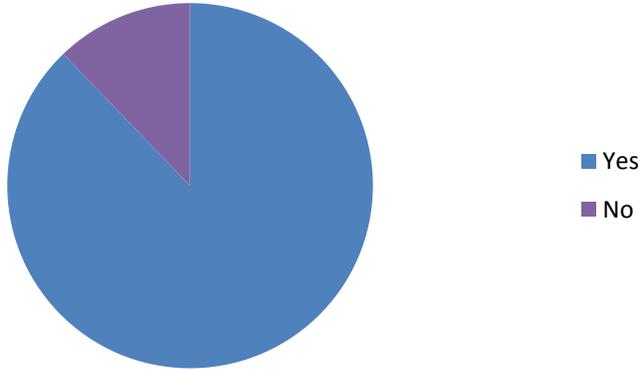
10. I feel that Gateway Centre for Learning is a safe and comfortable place to be:



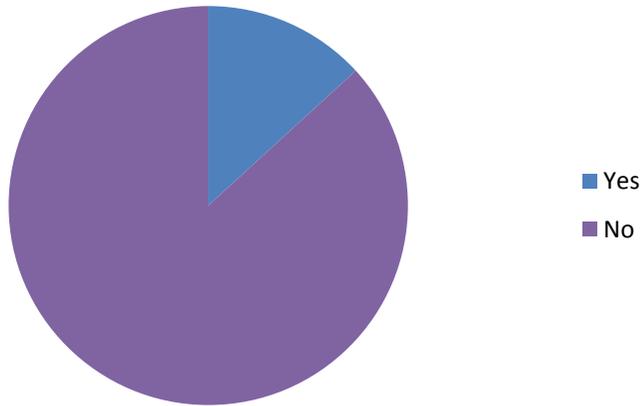
11. I find the staff at Gateway to be friendly and informative:



12. I have visited Gateway's used bookstore in the past year:



16. I would like someone from Gateway Centre for Learning to contact me:



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13. The Gateway vision is a community where everyone has the opportunity to develop the literacy skills to live learn and work. To increase aware of Gateway programs and services I would suggest ...
- More advertising in the Mirror – any place with a bulletin board – flyer
  - Pamphlets – word of mouth is best – Facebook – webpage
  - Expansion of ESL services
  - Facebook page if not already there
  - I think it's great the services that is provided
  - Keep trying
  - More outreach
  - Signs or such at public library and schools but do not current actions except YMCA
  - A corporate fundraiser event
  - Continue on
  - Take the first step join up get some literacy skill for yourself better your life
  - Providing more courses. Providing these programs at various times of the day, including evening classes or weekend classes
  - Greater exposure through awareness campaigns. One idea could be to buy ad space in the local recreation centre, particularly along the boards of the rink. Another would be to publish success stories in the newspaper.
  - Need more work to reach target audience – people who need classes / tutoring. Do we have contacts with area employment agencies, probation / parole offices, schools, etc.?
  - I would suggest more training for tutors, more help developing individual lessons for children. I struggle with ways to keep lessons interesting and motivating. This can be difficult, especially if the student does not care too much if he/she succeeds.
  - Write seasonal articles for the Mirror. Invite members of the community e.g. actors from the cultural centre, local sports starts etc. to read to children on Saturday.
  - Information nights (coffee, Timbits included) that allow prospective learners to obtain information with no pressure to sign up. Including pricing to show them that it can be affordable.
  - Increase exposure. Whenever able, tout the benefits of Gateway. Keep the name Gateway out there in the community!
  - Maybe post a pamphlet about Gateway at all laundromats, grocery stores, doctor's offices, soup kitchens, etc.... anywhere that there are billboards or corkboards.
  - Continue speaking engagements at community organizations, i.e. senior centres, Probus ..., tag days, participation in community events, i.e. display at Midland Reads, etc.
  - Use bookstore to advertise awareness – more public awareness of programs offered – more internet skills to public – in afternoons for seniors.

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14. To recruit clients and learners for Gateway I would suggest ...

- Ongoing media exposure – Bring-a-friend day where clients and learners invite a buddy to class
- Social media – mail flyers through post office bulk service
- Advertising at the unemployment center so that people can see what Gateway has to offer
- As above – presentations, targeted posters?
- Contact groups sponsoring refugees
- Continue what you're already doing
- I have no answer
- Letters or flyers to parents via schools, library, churches. Salvation Army.
- Marketing it within the schools in the area
- More advertising
- Perhaps a series of articles in the Mirror telling the story of MARC and the Gateway
- Spread the word by word of mouth
- Continue partnership with Employment Centre and OW
- More community events, collaboration with social service agencies, schools, Waypoint, etc.
- Radio advertisements ... local
- Try it out take baby step don't give up
- Advertise (in local paper) what Gateway is trying to achieve. I would think the ultimate goal is that the children improve results at school. Later on, they would have a better education, and go on to complete college or university. Stress to parents that this can happen with some extra effort in grade school. Parents need to know that it is their responsibility to be teaching their children from the beginning, starting when they are toddlers. If they can't read to their children, they need to seek outside help when they are small. Perhaps Gateway could have story time for small children. I'm not sure if that is still on at the Library or not. The earlier children are read to, the better. The earlier they get to the library, the better. Parents expect too much from the teachers at school. In the long run, it would be good to start with even younger children in early grades. The sooner they receive help, the better.
- Asking the workers at Ontario Works and UI to mention and/or hand out pamphlets on how Gateway can help them.
- More exposure, especially in areas where prospective clients would have an opportunity to hear about this type of facility/service
- Having an ambassador go to the schools and promote the programs being offered to students (youth and adults). Stress that everyone can learn. Financial aid is also available for those that qualify. Suggest a drop in visit.
- A weekly bi-weekly or monthly article in the newspaper about a learner and the differences it has made. It could be a collaborative effort between a learner and a tutor to research and write.
- Word of mouth. Word travels fast! Canadian Health Association. Not much help in jails. Gateway needs to be in jails. Gateway needs to be in places where drop-outs hangout out, like Tim Hortons. Need to reach the younger crowd. In factories – a lot cannot read or write. When I worked in a factory people always asked me for help with writing.

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15. Gateway is a non-profit organization. To recruit supporters (volunteers, donors, funders and community partners) I would suggest ....

- Social media – Mirror advertising – Town of Midland website
- Advertising at local high schools
- I have no answer
- I have passed the tutoring info to friends looking for something to do. Word of mouth works.
- Increase public awareness
- More advertising
- Never give up
- Open House – idea again with Patrick Brown invited, Fred Hacker, general public ...
- n/a
- outreach, Facebook, LinkedIn
- Working with community service groups like the John Howard Society. Go to community information fairs. A newsletter would be nice.
- Keep doing small fundraising that doesn't require a lot of work and money that gives the opportunity of sharing what Gateway is and does, i.e. tag days etc.
- An event that is in between a fish fry and a black tie gala. Need to think about this but if you advertise for volunteers to get some ideas going I would participate.
- Have an open house providing seminars explaining the format and the rewards helping the students accomplish their goals.
- Having a public volunteer appreciation event and invite the public and SNAP and the Mirror. Do an interview on Rogers TV Community files.
- Ask whenever an opportunity arises; ask people if they would volunteer .... I encourage those already involved to "spread the word"
- Perhaps there could be more happening on Saturday. Maybe students in Secondary Schools could volunteer to come in and read to children or have a story time for smaller children. It would help the older children decide if they would want to work with children later on. Maybe this could happen at the library if you need more room. The older students need to put in volunteer hours. This would be one way of doing that throughout the year.
- Please help out the people that are trying to reach out and help themselves to better their life if you could help out and reach in your pocket
- Ongoing media exposure. Information evenings or afternoons at the Gateway Centre. Speaking engagements at community service group meetings.



Organizational Survey – December 2015

Sorry if we missed you. If you would like to contribute to our annual organizational survey, please email us at [admin@gatewaycentreforlearning.ca](mailto:admin@gatewaycentreforlearning.ca) with your name and phone number. Or tear off the page below and leave it at our reception desk. Thank you!

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Next year I would like to contribute to your organizational survey. Please add me to your database:

Name:

\_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_